

**EDUCATION, PLANNING AND OUTREACH COMMITTEE MEETING
MINUTES
4016 WEST BROAD STREET
RICHMOND, VIRGINIA**

JULY 18, 2006, 2:00 p.m.

PRESENT: Sherry Smith Crumley, Chairman, Marshall Davison, **ABSENT:** Ward Burton and Jimmy Hazel (schedule conflicts); **INTERIM DIRECTOR,** Colonel W. Gerald Massengill, **BOARD CHAIRMAN,** John W. Montgomery, Jr.

Chairman Crumley called the meeting to order at 2:00 p.m. Because a quorum was not present, Chairman Crumley announced that a Committee meeting will be scheduled prior to the August 22, 2006 Board meeting to afford the Committee an opportunity to take official action on items that need to be reported to the full Board for review and action.

In the absence of a quorum, the minutes of the May 24, 2006 meeting were not considered for approval by the Committee. Staff pointed out that legal counsel had requested a correction on page two of the draft minutes. Copies of the corrected minutes were provided to each member and the corrected minutes will be considered for approval at the next Committee meeting.

Committee Charter: Charlie Sledd reviewed the contents of the draft Committee Charter and noted that he had not received any requests for edits or revisions since the May 24 meeting of the Committee. The Charter will be discussed and approved at the Committee's August meeting.

Board Orientation Program: Charlie Sledd revised the listing of topics deemed appropriate for new Board member orientation sessions. He indicated that he plans to prepare an orientation information binder and a copy of the binder will be made available to the new member before the orientation session is scheduled.

During discussion, it was noted that an orientation will have to be provided to all new Board appointees within 45 days of appointment. Additionally, it was felt that an orientation session would be helpful to all members of the Board. The orientation plan will be reviewed and approved by the Committee at its August meeting.

The Board secretary was requested to suggest available convenient dates to schedule an orientation session.

Director's Performance Measurement Instrument: Colonel Massengill prepared a draft performance measurement document for review and discussion using the state's "Employee Work Profile" format. He felt that the performance measurement tool needed to offer an appeals process for employees supervised by the Director. The Committee discussed the merits of the proposed format, and felt that much of the additional information was useful. After further discussion, staff was requested to rework the proposed format to include some of the new information in the format of the previously used performance evaluation instrument since the Director's performance evaluation is conducted by all members of the Board, not an individual supervisor. The original format was felt to provide a better opportunity for the Director's strengths and weaknesses to be fairly considered and rated.

Also, members agreed that the evaluation instrument, with major accomplishments, should be sent to each Board member for review prior to the director's evaluation. After further discussion, it was felt that it would be appropriate for the Education, Planning and Outreach Committee Chairman to collect the individual performance evaluation forms and tabulate the overall results for the full Board. The actual performance evaluation will be conducted during a closed meeting of the Board, with the results of that evaluation being reported in open session at the Board meeting. It was also felt that it would be important for the Board to conduct interim reviews of the Director's performance throughout the year. Additionally, the Committee felt that the Board will need to document the performance ratings the Director receives, and the final evaluation will be a consensus of the full Board.

The Committee felt that it would be helpful to establish in the Governance Manual that the Chairman will provide performance feedback to the Director at least quarterly, especially if there are issues and/or concerns. The new director should also have an opportunity to contribute to the performance expectations.

The Committee also felt that the previous evaluation process was effective in that it afforded all members the opportunity to participate, and it was based on specific accomplishments. All felt that it will be important for the director to be aware of the expectations from the beginning.

Strategic Planning Process: Using PowerPoint, Virgil Kopf provided an overview on the process required for the development of a strategic plan.

The Council on Virginia's Future is an organization led by the Governor and composed of legislators and business leaders that will identify ongoing issues in Virginia and then set long-term objectives for the state. Eight objectives have currently been identified, and the Department's strategic plan will need to be developed within the context of the Council on Virginia's Future. The objectives are: being the best managed state in the nation, being a leader in the enhancement of our economy, keep citizens informed,

education preparedness, healthy, strong resilient families, the conservation and development of natural, historical and cultural resources, public safety and security, and transportation. Through the Council, actions that government will have to take are strategic planning, performance based budgeting, performance measurement, and continuous improvement. He cautioned that the Department's strategic planning process would have to conform to the Council's requirements.

He noted it is recognized that the strategic planning process begins with four questions: (1) Where are you? (2) Where do you want to be? (3) How do you plan to get there? and (4) Did you make it? Plans also have a mission statement and values statements and a concise vision statement for the agency. It also has a balanced framework consisting of the (1) customer, (2) stakeholder, (3) internal processes, (4) employee capacity, and (5) financial status. In performance based management, the management program is established, followed by establishing the measurement system, the data is collected, reviewed, analyzed and applied. That is followed by a review of the performance. It is also critical to map progress.

Virgil recommended that the Board outsource the initial planning, training and delivery of training by scheduling meetings for the public, the agency and the Board. The actual plan would have to be developed by employees. He estimated that the agency's initial cost for strategic planning for the consultant will be between \$150,000 and \$300,000. A project manager, some administrative and IT support, and a communication plan will be needed. Along with employees receiving the appropriate training needed to build and measure a strategic plan, support of all employees, the new Director, and the Board will be essential to its success. Employees will need to know that the required resources have been allocated to strategic planning, to include their time and the needed funds.

Two years will be required to complete the process, and it will require approximately 200 to 300 hours a year. Staff noted that the strategic plan could be funded from the \$110,000 derived from HB 38 that was added by the General Assembly to the agency's budget and Law Enforcement is purchasing some vehicles with surplus property funds (approximately \$300,000). Therefore the funds budgeted for those vehicles could become available for strategic planning. A comprehensive plan, with projected costs and options will be prepared for the Board's consideration by its August 22, 2006 meeting.

Colonel Massengill asked and staff indicated that outsourcing would be the more appropriate approach to strategic planning rather than an internal planner, because of credibility issues. Colonel Massengill felt strongly that the agency would benefit greatly if it had a planning section.

Legislative Proposals: Charlie Sledd presented legislative recommendations that have been identified by senior staff and indicated that guidance from the Office of the Secretary of Natural Resources requires the Department to have its agency legislative

proposals ready for review by the Office of the Attorney General no later than August 8. The proposals will have to be submitted to the Secretary of Natural Resources by August 24, 2006. The Department of Planning and Budget will have to complete its review of proposals by October 9 and the Governor's Office will complete its review by November 3.

Agencies are encouraged to insure that proposals meet the following criteria: they are critical to the essential operations of state government, is necessary to implement previously adopted legislation or budget initiatives, and whether it would demonstratively improve the efficiency of state government and result in cost savings.

DGIF's suggested proposals for the 2007 General Assembly session are: (1) To change statute to make the National Forest stamp good for one year from the date of purchase, (2) perhaps add the big game license to the "good for one year from date of purchase" category, (3) to clarify how and where the waterfowl blind licenses will be sold (currently excluded from point of sale delivery), (4) add the crossbow license to the sportsman and youth combo licenses, (5) remove the \$5.00 cap on non-resident and lifetime license fees, (6) clarify the inconsistency between DUI and BUI regarding the time between arrest and official testing of BAC levels, and (7) legislation similar to a national initiative to address no nest loss of lands available for hunting. Staff felt that it may be more effective to have Virginia's Sportsmen Caucus pursue this concept.

Additional topics suggested for consideration were Sunday hunting (whether the Board should be granted the authority to regulate Sunday hunting), and an apprentice license at a reduced price for first-time hunters (would require a licensed hunter to accompany the first-time hunter). While some members disagreed with the approach, it has been suggested that individual Board members might wish to pursue the authority for the Sunday hunting issue with individual members of the legislature. The Wildlife and Boat Committee plans to discuss the Sunday hunting issue at an upcoming meeting.

The Committee discussed the recently enacted legislation that requires the General Assembly to confirm the Board's appointment of the agency's director. The General Assembly also confirms the Governor's appointment of agency heads. Colonel Massengill noted that it will be important for the new director to fully understand the legislative process in Virginia.

Staff was requested to identify a convenient time for the Education, Planning and Outreach Committee to schedule a meeting on August 21, 2006, preferably after 5:00 p.m.

As there was no further business, the meeting was adjourned by the Chairman at 4:45 p.m.

Respectfully submitted,

Belle Harding
Board Secretary